

# fashion calendar

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3/4/57

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 1, 1957</u>			
Friday March 1 9:30 A.M. Coffee	PRESS PREVIEW OF "GREY ROOM" FASHIONS Ohrbach's will preview their Spring collection of better coats and suits from the "Grey Room". By invitation only. Publ: Mark Klauser, OX.5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS  
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Friday March 1	<u>BERGDORF GOODMAN</u> at 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Tuesday March 5	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL: GRACE DE MUN, (Designed by Sophie)	PL. 3-4000
Friday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: WINIFRED GALBRAITH, (Bendel Originals and French Imports)	CI. 7-1100
Monday March 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800
Tuesday March 12	<u>HATTIE CARNEGIE</u> At 3:30 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600

Friday March 1 2:00 P.M.	PRESS PREVIEW: NEW DOLL FOR PRE-TEENS Preview to introduce "Jill", the teen-age doll for pre-teen debs. By invitation only. Publicity: Hilda Sachs at Arthur Schmidt & Associates, 342 Madison Avenue, MU. 2-9142.	VOGUE DOLLS, INC.	STORK CLUB 3 EAST 53RD STREET
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Sunday March 3- March 7	SPRING & SUMMER MARKET WEEK IN MIAMI Contact: Grace McElligott, 141 N.E. 3rd Avenue, Miami, Florida.	MIAMI-FLORIDA FASHION COUNCIL	DI LIDO HOTEL MIAMI BEACH, FLA.
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WEEK BEGINNING MONDAY, MARCH 4, 1957

Cancelled March 4	MACY'S PRESS PREVIEW OF SPRING SUITS AND BLOUSES, ORIGINALLY SCHEDULED FOR 10:00 A.M. BREAKFAST, HAS BEEN CANCELLED.		
Beginning Monday March 4	SHOWING OF FALL SILK FABRIOS Catoir will present their Fall silk fabrics. By appointment. Contact: Arthur Dages, CH. 4-1439.	CATOIR SILK, INC.	58 WEST 40TH STREET SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 5 9:30 A.M.- 4:30 P.M.	INFORMAL SHOWINGS OF BRITISH FASHIONS British ready-to-wear imports. Hostess: Margaret Leighton, co-star of "Separate Tables." By invitation. Publicity: Rosemary Sheehan, CI.7-8060.	BRITISH READY-TO-WEAR MANUFACTURERS	ROLLS ROYCE SHOWROOM 24 EAST 54TH STREET
Tuesday March 5 10:00 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Gimbels will preview their Spring millinery to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR MILLINERY SALON
Tuesday March 5 11:00 A.M.- 4:00 P.M.	"INTERNATIONAL TRAVEL POSTERS" Selection of travel posters from the 1890's to the present from Europe, Latin America and the U.S. Open to public, March 6 - April 7. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM GALLERY
Tuesday March 5 12:30 P.M. Luncheon	SPRING COATS AND SUITS AT LUNCHEON Harry Frechtel's Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL CO. (205 W. 39TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
March 5	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 1).		
Tuesday March 5 4:00 P.M. Tea or Cocktails	SPRING FASHIONS AT AFTERNOON SHOW "The Spring Parade"--Else Fritz's dresses, suits and coats. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL.5-9371. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
March 6	ASH WEDNESDAY (Beginning of Lent).		
Wednesday March 6 9:30 A.M.- 12:00 Noon	PREVIEW OF IRISH SHIRTS Donald Davis will preview his Irish shirts for men and women to press and buyers. By invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	DONALD DAVIS OF DUBLIN	DANA O'CLAIRE APT. 27 EAST 37TH STREET
Wednesday March 6 3:30 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his Spring and Summer custom-order collection. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday March 6- March 15	FIFTY-FOURTH ANNUAL AMERICAN TOY FAIR About 1400 exhibitors will show at the 1957 Toy Fair. In addition, there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. <u>Press preview</u> , Sun., March 3 at 3:00 P.M. at Hotel McAlpin. Publicity: Edward Foley at Manning Public Relations, 25 E. 73rd St., LE. 5-6100.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTELS McALPIN & NEW YORKER
Thursday March 7 10:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Martin's will preview their Spring millinery, including imports. By invi- tation only. <u>Customer showing</u> at 6:00 P.M., Millinery Salon, 2nd Floor. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 7 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Ann Cox will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ann Cox contact: PL. 3-1436. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANN COX ORIGINALS (23 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday March 7 3:00 P.M.	PRESS PREVIEW: SPRING FASHIONS AND FURS Gunther Jaeckel will preview their Spring fashions and furs for press and customers. By invitation. Publ: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 1).		
March 9- March 10	20TH ANNUAL MOBILE HOME SHOW AT NEW YORK COLISEUM. Publicity: Selvage & Lee, 500 Fifth Avenue, OX. 5-6200.		
Sunday March 10- March 13	NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showings of Summer fashions manufactured in Dallas. By invitation only. Contact: Mrs. Clyde Johnson, Dallas Fashion Center, 1101 Commerce St., Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Monday March 11 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their import collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
March 11	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Monday March 11- March 17	THIRTEENTH ANNUAL ANTIQUES SHOW Exhibit by 200 antique dealers; exposition commemorating 350th anniversary of discovery of the Hudson River; invention of the steamboat; and other exhibits of historical interest. Admission: \$1.55. Publicity: Milton Rubin Assoc., 1270 Sixth Ave., CI. 6-3358.	LEADER ENTERPRISES INC. (97 DUANE ST.)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
March 11- March 17	EIGHTH ANNUAL IRISH LINEN WEEK. Publicity: Rowlands Associates, 420 Lexington Avenue, LE. 2-9292.		
Cancelled March 12	JANTZEN'S PREVIEW OF FALL FASHIONS AT THE HOTEL PLAZA, TERRACE ROOM, SCHEDULED FOR 9:00 A.M., HAS BEEN CANCELLED.		
Tuesday March 12 9:00 A.M. Breakfast	PRESS PREVIEW OF ITALIAN WOOLS Informal showing of "bartalana"--Italian wools for Fall ready-to-wear. By invitation only. Publicity: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES LTD.	THE HARWYN CLUB 112 EAST 52ND STREET
Tuesday March 12 11:00 A.M.- 4:00 P.M.	AMERICAN PAINTINGS AND SCULPTURES Exhibition of about 40 paintings and sculptures by younger artists of the U.S. and Latin America. Open to public, March 13 - April 21. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 12	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:30 P.M. (See Page 1).		
Tuesday March 12 4:00 P.M. Tea or Cocktails	SPRING MILLINERY AT AFTERNOON SHOW "Preview for Easter"--hats by William J. Public by reservation; contact: "Beverly", TE. 8-8000. William J. Publ.: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	WILLIAM J. (44 WEST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 13 9:30 A.M. Breakfast	PRESS PREVIEW: INT'L HAT EXHIBITION Native headgear from every continent, especially assembled by KLM Royal Dutch Airlines for Franklin Simon, presented to press and international guests. By invitation only. Publicity: Lubar & Singer, OX. 7-4998.	FRANKLIN SIMON; KLM DUTCH AIRLINES	3RD FLOOR TUREEN TERRACE
Thursday March 14 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT COPIES Ohrbach's will preview their import copies of Spring coats, suits and dresses from Paris, Italy and London. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday March 14 12:30 P.M. Luncheon	SPRING DRESSES AT LUNCHEON SHOW Luncheon showing of Spring dresses by Eloise Curtis, available at Saks Fifth Avenue. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Eloise Curtis contact: PE. 6-4885. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELOISE CURTIS, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Friday March 15 9:00 A.M. And 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group's semi-annual import fashion show. Report by Jessica Daves, Editor-in-Chief of "Vogue." Co-Chairmen of Ready-to-Wear Division: Bettina Ballard and Margaret deMille. Breakfast: \$5.50, members: \$8.00, guests. Luncheon: \$7.50, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday March 19- March 20 10:00 A.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY Annual Fall Fabric Forum for children's wear and accessories' manufacturers by Parents' Magazine. Analysis of children's fashion trends by Mrs. Beryl Tucker, Fashion Editor, with presentations at 11:30, 2:30 and 4:30 on both days. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL NEW YORKER MOSAIC ROOM
Tuesday March 19 11:30 A.M.	ITALIAN FASHIONS AND BERNARD NEWMAN ORIGINALS Press preview of Italian fashions, designed by Gigliola Curiel from Milan; and Bernard Newman's ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday March 19 2:00 P.M.- 4:00 P.M.	PAINTINGS FROM THE SAO PAULO MUSEUM An exhibition of 70 pictures by Titian, Raphael, Rembrandt, Holbein, Goya, Renoir, Van Gogh, Picasso and others. Open to public, March 21 - May 1. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE & 82ND STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 19 4:00 P.M. Tea or Cocktails	SPRING FASHIONS AT AFTERNOON SHOW Egon Brandel's Spring collection of daytime-to-evening fashions, available at Travel and Tweed Shop. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	EGON BRANDEL (575 EIGHTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday March 19 4:30 P.M. Cocktails	FIRST SUMMER MILLINERY SHOW Post-Easter and Summer hats will be presented at the first Summer Fashion Show, sponsored by the Millinery Stabilization Commission. For buyers, merchandise managers and store owners, by invitation. Contact: LO. 4-7800.	MILLINERY STAB. COMM. (1450 BROADWAY)	HOTEL SHERATON-ASTOR BALLROOM
Postponed March 20	MACY'S PRESS PREVIEW OF IMPORT FASHIONS, ORIGINALLY SCHEDULED FOR 9:30 A.M., HAS BEEN POSTPONED TO TUES., APRIL 9 at 9:30 A.M. (See Pg. 6).		
Wednesday March 20- March 22 9:30 A.M.	PREVIEW OF NEW KIND OF RIBBON Burlington will preview a new kind of ribbon. By invitation only. Publicity: Hilda Kassell at Ruth Hammer Assoc., EL. 5-7872.	BURLINGTON NARROW FABRICS DIVISION	26 WEST 40TH STREET SHOWROOM
Wednesday March 20 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 21 2:30 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET Crompton-Richmond's couture collection in corduroy, velveteen and velvet will be shown at 2:30 and 5:00 P.M., with Fall fashions from Ireland, England, France, Switzerland, Italy and Spain. By invitation only. Publicity: Rosalind Allan, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Friday March 22 8:30 P.M.	MUSICAL PRESENTATION OF IMPORT FASHIONS Musical revue featuring Bamberger's import fashions, co-sponsored by Bamberger's "Desk Set" and the Newark Junior Chamber of Commerce for benefit of Newark Boys' Club. Show followed by dance. Tickets: \$10.00. Contact: Dorothy Parr, Market 4-2400, Ext. 2024.	BAMBERGER'S	ESSEX HOUSE NEWARK, N.J.
Friday March 22- March 30	FIRST NATIONAL GOLF SHOW Exhibits by golf equipment manufacturers; personal appearances by leading golf pros; an Indoor Open Tournament; and fashion shows at 2:30 and 8:00, coordinated by "Harper's Bazaar". Admission: \$1.50. Hours: 12:00 Noon to 10:00 P.M. Contact: David Lupton, MU. 7-7085. Fashion Publicity: Berta MacDonald, PL. 1-2100, Ext. 472.	NATIONAL GOLF SHOW (550 FIFTH AVENUE)	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Tuesday March 26 4:00 P.M. Tea or Cocktails	SPRING FASHIONS AT AFTERNOON SHOW Maria Krum will present her Spring and Summer fashions, available at Bonwit Teller, Lord & Taylor and Henri Bendel. Public by reservation; contact: "Beverly", TE. 8-8000. Maria Krum contact: CI. 7-3060. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MARIA KRUM (41 WEST 56TH ST.)	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 28 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will hold its Fall and Winter fabric division luncheon meeting. Co-Chairmen: Frances Clarke and Ann T. Boucher. (Prices and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Thursday March 28 12:30 P.M. Luncheon	SPRING FASHIONS FOR TALL GIRLS Peg Newton will present Spring fashions for tall girls. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Newton Publ.: Donna Cannon, MU. 7-5447. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.	PEG NEWTON (3 EAST 48TH ST.)	HOTEL PLAZA PERSIAN ROOM
Sunday March 31- April 6	INTERNATIONAL FLOWER SHOW Fortieth annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club with landscaped gardens, country settings and display of dogwood, tulips, roses, carnations and azaleas. Tickets: \$1.75. Publicity: Oristano Assoc., MU. 7-6844.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Tuesday April 2 9:30 A.M. Breakfast	PRESS PREVIEW OF CALIFORNIA FASHIONS Macy's will preview their California fashions for Summer. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday April 2 12:30 P.M. Luncheon	SUMMER FASHIONS BY LUIS ESTEVEZ Luis Estevez will present his Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Grenelle-Estevez Publ.: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 3 12:00 Noon Luncheon	PRESS PREVIEW: FALL CHILDREN'S DRESSES Preview of the Cinderella Fall collection of children's dresses. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	CINDERELLA FROCKS	112 WEST 34TH STREET SHOWROOM - 14TH FLOOR
Thursday April 4 3:00 P.M. Cocktails	PREVIEW OF FALL SHIRT COLLECTIONS Lady Hathaway will present Digby Morton's Fall 1957 shirt collection, including Hathaway men's shirts, at continuous showings. Press and buyers, by invitation. Publicity: Alexis Yardley at Hathaway, OX. 7-5566.	C. F. HATHAWAY CO. (112 E. 40TH ST.)	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
Tuesday April 9 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Preview of French and Italian imports, made exclusively for Macy's. ( <u>Note Change of Date</u> ). By invitation only. Publ.: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday April 9 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Showing of Mollie Parnis' Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 5-1000. Mollie Parnis Publ.: Eleanor Lambert, MU. 8-2130. Produced by Mary Alice Rice, CI. 6-1790.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	HOTEL AMBASSADOR GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 11 8:00 P.M. Dinner- Dance	SIXTH ANNUAL "APRIL IN PARIS" BALL "A Salute to Liberty. Lafayette's Anniversary, 1757-1957". Gala dinner- dance for benefit of the French Hospital in N.Y., the Atlantique, the A.D.I.R., Inc., French Students' Fund and others. Fashions by: Pierre Balmain, Castillo-Lanvin, Jean Desses, Christian Dior, Jacques Fath, Jacques Griffe, Madame Gres and hats by leading Paris milliners. Sponsored by Air France, Cartier and Coty. Reservations--\$125.00; contact: EL.5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Friday April 12 12:00 Noon Luncheon	TWENTIETH ANNUAL AWARD LUNCHEON Lord & Taylor presents their Twentieth Annual Award Luncheon, with Dorothy Shaver presiding. Price: \$6.50. Contact: Elizabeth White, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
April 16	PASSOVER -- First Day (Tuesday) -- Begins Monday at Sundown.		
April 21	EASTER SUNDAY.		
Sunday May 5- May 9	FALL AND WINTER SHOE FASHIONS The 18th semi-annual showing of popular price shoes for men, women and children, co-sponsored by the Nat'l Ass'n of Shoe Chain Stores and the New England Shoe and Leather Ass'n. Co-managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning Monday May 13	LARRY ALDRICH CO., INC. . . . .	530 7th Ave. (12 Fl.). . . . .	CH. 4-1872
	BEN BARRACK, INC. . . . .	498 7th Ave. ( 7 Fl.). . . . .	LO. 4-3923
	HARVEY BERIN LTD. . . . .	530 7th Ave. ( 7 Fl.). . . . .	PE. 6-0206
	BY BRANELL. . . . .	530 7th Ave. (27 Fl.). . . . .	PE. 6-6983
	WILLIAM FOX, INC. . . . .	530 7th Ave. (21 Fl.). . . . .	OX. 5-4070
	ED GERRICK, INC. . . . .	550 7th Ave. ( 7 Fl.). . . . .	LO. 4-1820
	A. GOODMAN & CO., INC. . . . .	530 7th Ave. (17 Fl.). . . . .	WI. 7-4076
	GRABOIS. . . . .	498 7th Ave. ( 5 Fl.). . . . .	CH. 4-2767
	GROBE ORIGINALS, INC. . . . .	498 7th Ave. (16 Fl.). . . . .	BR. 9-8394
	HARMAY . . . . .	498 7th Ave. (22 Fl.). . . . .	PE. 6-5547
	JACK HORWITZ ASSOCIATES . . . . .	498 7th Ave. ( 9 Fl.). . . . .	LO. 4-1860
	JOBBER, INC. . . . .	530 7th Ave. (20 Fl.). . . . .	PE. 6-1938
	JUNIOR SOPHISTICATES . . . . .	498 7th Ave. ( 4 Fl.). . . . .	LO. 4-0462
	NAT KAPLAN, INC. . . . .	498 7th Ave. (21 Fl.). . . . .	LO. 5-4115
	DAVID LEVINE CO. . . . .	530 7th Ave. (21 Fl.). . . . .	LA. 4-0237
	ROSALIE MACRINI, INC. . . . .	550 7th Ave. (11 Fl.). . . . .	CH. 4-2655
	PAUL PARNES CORP. . . . .	498 7th Ave. (10 Fl.). . . . .	CH. 4-4600
	REICH-GOLDFARB CO., INC. . . . .	498 7th Ave. ( 7 Fl.). . . . .	WI. 7-5374
	BEN REIG, INC. . . . .	498 7th Ave. (23 Fl.). . . . .	CH. 4-1542
	RUDOLF GOWNS . . . . .	530 7th Ave. (12 Fl.). . . . .	WI. 7-6865
	MARTIN SIMON, INC. . . . .	498 7th Ave. ( 7 Fl.). . . . .	LA. 4-2877
	HERBERT SONDHEIM, INC. . . . .	530 7th Ave. (20 Fl.). . . . .	LA. 4-7540
	SUZANNE-AUGUSTINE, INC. . . . .	1 W. 47 St. ( 7 Fl.). . . . .	PL. 7-3465
	HANNAH TROY, INC. . . . .	530 7th Ave. ( 2 Fl.). . . . .	LO. 3-0988
	SAMUEL WINSTON, INC. . . . .	530 7th Ave. (11 Fl.). . . . .	CH. 4-2617
	Contact: Leonard W. Gendler, Exec. Secy, FOGA, 1440 B'way, CH. 4-6945.		



MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Friday  
March 1      OPENING: "ZIEGFELD FOILLIES"      WINTER GARDEN THEATRE, B'WAY & 50 ST.  
Beatrice Lillie and Billy De Wolfe will star with Harold Lang, Jane Morgan,  
Helen Wood, Micki Marlo, John Phillip in a musical revue produced by Mark  
Kroll and Charles Conaway. Director: John Kennedy. Choreography: Richard  
Barstow. Sets and costumes: Raoul Pene Du Bois. Publ.: Karl Bernstein,  
CI. 6-0427.
- Monday  
March 4      NINETEENTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon.. March 4: Puccini's TOSCA. Tues.. March 5: Wagner's GOETTERDAEMERUNG.  
Wed.. March 6: Verdi's LA TRAVIATA. Thurs.. March 7: Ponchielli's LA  
GIOCONDA. Fri.. March 8: Wagner's DIE WALKUEERE. Sat.. Mat.. March 9:  
Mozart's THE MAGIC FLUTE. Sat.. Eve.. March 9: Bizet's CARMEN. Publicity:  
Francis Robinson, PE. 6-1200.
- Thursday  
March 7      OPENING: "GOOD AS GOLD"      BELASCO THEATRE, 111 WEST 44TH STREET  
Roddy McDowall, Paul Ford and Zero Mostel will star in John Patrick's new  
comedy presented by Cheryl Crawford and William Myers. Director: Albert  
Marre. Sets: Peter Larkin. Lighting: Al Alloy. Costumes: Noel Taylor.  
Publicity: Ben Washer, MU. 4-8088.
- Wednesday  
March 13      OPENING: "THE SIN OF PAT MULDOON"      CORT THEATRE, 138 WEST 48TH STREET  
James Barton will star in a new comedy by John McLiam produced by Richard  
Adler and Roger L. Stevens. Featuring: Elaine Stritch, Katherine Squire,  
Edgar Stehli, James Olson and Gerald Saracini. Director: Jack Garfein.  
Sets: Mordecai Gorelick. Lighting: Paul Morrison. Costumes: Anna Hill  
Johnstone. Publicity: Howard Newman, CI. 5-6866.
- Wednesday  
March 13-  
March 24      OPENING: N.Y.C. CENTER LIGHT OPERA CO.      CITY CENTER, 131 WEST 55TH STREET  
"The Beggar's Opera"--John Gay's classic, adapted and directed by Richard  
Baldridge. Starring: Shirley Jones, Jack Cassidy and Paula Laurence.  
Production Supervisor: Burt G. Shevelove. Sets: Watson Barratt. Costumes:  
Robert Fletcher. Publicity: Jean Dalrymple, JU. 6-2828.
- Thursday  
March 14      OPENING: "MAIDEN VOYAGE"      BARRYMORE THEATRE, 243 WEST 47TH STREET  
Melvyn Douglas, Mildred Dunnock and Walter Matthau will star in a new  
comedy by Paul Osborn produced by Kermit Bloomgarden, in association with  
Anna Deere Wiman. Featuring: Valerie Bettis, Tom Poston, Bruce Gordon,  
Colleen Dewhurst, Bryerly Lee. Director: Joseph Anthony. Sets and light-  
ing: Jo Mielziner. Costumes: Alvin Colt. Publ.: James Proctor, VA. 6-5084.
- Thursday  
March 21      OPENING: "ORPHEUS DESCENDING"      MARTIN BECK THEATRE, 302 W. 45TH ST.  
The Producers Theatre will present Tennessee Williams' new play starring  
Maureen Stapleton, with Robert Loggia, Lois Smith, Joanna Roos, Crahan  
Denton, Elizabeth Eustis, Robert Webber. Director: Harold Clurman. Sets:  
Boris Aronson. Costumes: Lucinda Ballard. Lighting: Feder. Publicity:  
Ben Kornzweig, PE. 6-2340.
- Saturday  
April 13      OPENING: "SHINBONE ALLEY"      BROADWAY THEATRE, B'WAY & 53RD STREET  
Eartha Kitt and Eddie Bracken will star in a musical adapted from the Don  
Marquis stories about "archie and mehitabel" by George Kleinsinger and Joe  
Darion. Producer: Peter Lawrence. Director: Norman Lloyd. Sets: Eldon  
Elder. Costumes: Motley. Lighting: Tharon Musser. Publicity: George  
Ross, BR. 9-5906.